



GO GREEN! NEWSLETTER

Spotlight on Pruess Pets



Being green comes naturally to **Pruess Pets**. While improving energy efficiency, reducing waste, and recycling are all good environmental habits for any business, Pruess Pets goes further and strives to reduce its direct impact on the tropical paradises of Florida, Hawaii, and even Indonesia! At Pruess, a significant portion of the freshwater fish are born and raised right at the shop in Lansing. By devoting a room to fish breeding, less fuel is used for air and ground transportation of livestock while less space is needed in the Florida wetlands for tropical fish farming facilities. The same benefits are seen in the room Pruess uses for propagation of live corals. A vast majority of the corals sold to marine aquarium hobbyists at Pruess are produced in captivity – most of them right here in Lansing. Again, the savings in fuel are enormous and hobbyists can have a beautiful saltwater paradise at home without having to have a single coral plucked from a reef in Bali or Palau. Rick Pruess says these green initiatives are just good business practice for his store. "It's a perfect win-win situation," Pruess says. "I'm offering my customers the best product, the healthiest, hardiest animals. And the bonus is that we're cutting carbon emissions and preserving wild habitat while we're doing it." Hobbyists seek out captive bred fish and propagated corals because these animals have a reputation for being hardier and more free of disease than wild-collected or farmed livestock. There's less stress to a fish that's born in Old Town and moves to an aquarium in Holt than for a fish that has to make a trip in the cargo hold of a plane from Tampa to Detroit to Lansing. Pruess says being green isn't a sacrifice. "Some business owners think it'll cost too much to go the extra mile," he says, watching another pair of store-bred fish leave the shop with a happy customer. "I think it's the natural thing to do."

Contact Pruess Pets @ (517) 339-1762

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To remove your name from our mailing list, please [click here](#).
Questions or comments? E-mail us at gogreen@lansingmi.gov or call

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Commuter Tax Benefits

Commuter tax benefits are a win-win. They allow employers to save on payroll related taxes while employees save on federal income tax. The program works by allowing employees to set aside up to \$230 per month in pre-tax income. The amount that employees are able to set aside is determined by the costs incurred each month for transit, carpool and vanpool fares and parking fees.

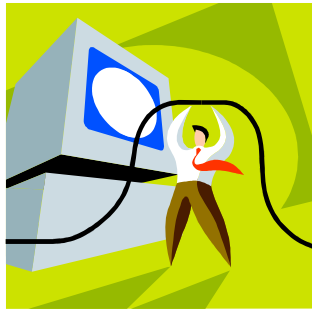
Bicyclists are also eligible. Those who travel to and from work by bike can receive a \$20 set aside per month.

In order for employees to take advantage of the program, employers must make necessary changes to the company's payroll system. Employees can then participate by authorizing a payroll adjustment in the amount they intend to spend on transit, van/car-pool and parking fees each month.

For more information on how to utilize the commuter tax benefits in your workplace, contact CATA Clean Commute at **393-7433**



Did you know that the average computer generates between 40 and 80 grams of CO₂ per hour?



ALSO.....
When not powered down, the average computer consumes 1,100 kilowatt hours of power each year.

Managing PC Energy Consumption

One of the easiest ways to conserve energy and money at the office may be the most overlooked. Many businesses don't realize that implementing PC power management requires hardly any effort—it's as easy as setting it and forgetting it! PC power management will get you on the right track to big savings. Here are some important facts about power management:

- **Screen savers don't save energy.** Employees may be eco-conscious in thinking that screen savers will save energy. In fact putting your PCs on screen savers overnight will use significantly more energy than ones that are on!
- **PC power management saves big money.** Power management software firms predict about \$20-\$60 in savings per computer per year from reduced energy use. In an office of 15 computers, that's a savings of up to \$900 a year.
- **There is FREE money available to offset the cost.** Through Lansing Board of Water & Light's Commercial Customization Program, a rebate is available which can help offset the initial cost of purchasing and installing software. Similar rebates are also available through Consumer's Energy. You'll earn a set amount of money for each kilowatt hour you save.
- **PC power management saves you money right away.** In only a matter of hours, companies can install these systems, so they'll save you time and you'll see results immediately in reduction of energy use.
- **There's many vendors to choose from, but they all work the same.** It may be overwhelming to decide which vendor will work best for you and your company. However they all give the same solution – energy reduction. By consulting your utility provider you'll be able to choose which savings will benefit you the most.

Check out the power management program identified by the EPA:
http://www.energystar.gov/index.cfm?c=power_mgt.pr_power_mgt_comm_packages



CLIMATE CORNER



The Smart Commute Challenge is over, but that doesn't mean you should stop working to reduce your transportation impact. As a part of the Walking in Our Community Series, there will be a "Stroll East Lansing" walk on Saturday, July 12th at 10 a.m. For more info, visit www.midmeac.org

If alternative transportation isn't an option, you can reduce your impact by being an eco-driver. Check out www.michigancleancities.org/eco-driving to find out how.

